

REQUEST FOR PROPOSAL

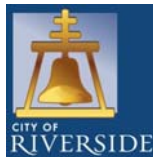
RFP No. 1027

LEAD GENERATION SERVICES

Proposal Due: Before 5:00 PM September 3, 2008

Issued by:

CITY OF RIVERSIDE DEVELOPMENT DEPARTMENT
3900 Main Street, 5th Floor
Riverside, CA 92522
Phone: (951) 826-5910 Fax: (951) 826-5744



I. PROJECT SUMMARY

The City of Riverside ED strives to be proactive in the recruitment and retention of companies that provide high-quality, high paying jobs, thereby increasing the quality of life for its residents. The Economic Development team (ED team) is charged with the execution of this strategy.

Information about the City of Riverside Development Department is available at <http://www.riversideca.gov/devdept/>.

II. SCOPE OF WORK

The City of Riverside ED team is searching for an organization or company experienced in conducting lead generation for economic development organizations. This organization or company must be able to show proof of a comprehensive lead generation process that emphasizes the identification of investment prospects in the following areas:

1. **High Technology Firms** –the ED team has made it a priority to recruit high technology firms to the regions. These are firms that are engaged in the design, development, and introduction of new products and/or innovative processes through the systematic application of scientific knowledge.
2. **Office Professionals** - With over 1.8 million square feet of Class A office space either in planning or under construction, it is critical that the ED team aggressively identifies potential tenants for these offices. These may include, but, are not limited to the following industries: law firms, legal services, consulting firms, professional, scientific, and technical services, finance, and medical.

The successful bidder is expected to begin work on the project immediately upon the contract and ensure all deadline are met.

1. Project Deliverables
 - a. Per event/activity, Contractor will effectively arrange meetings between the ED team staff and the site selection consultants/decision-makers of a pre-determined number of small to large-sized companies (greater than 5 employees) who have a stated interest in expanding or relocating their business to the City of Riverside within the next thirty-six (36) months.
 - i. Such meetings will be made for the ED team staff in nearby proximity for up to five (5) industry trade shows. (See section II (2) below)
 - ii. Additionally, meetings will made for ED team staff attending up to two (2) outbound recruitment fly-outs (dates which have yet to be determined) to metropolitan U.S. regions.
 - b. All meetings will focus on industries identified in section II (A&B)

- c. Contractor will be responsible for identifying target companies attending the trade shows as well as prospective companies to visit within reasonably close geographic proximity to trade show venues and fly-out regions
 - d. Contractor will make effective use of existing the ED team's marketing materials to foster prospect interest.
 - e. Contractor will provide the ED team's staff with pertinent prospect information in order to ensure an effective introductory meeting. Such prospect information should include, but is not limited to, name of firm, business representatives (including contact information and title) as well as a synopsis of the company (including the size, nature of work, etc.)
 - f. If selected during the duration of the contract period, consultant firm shall refrain from entering into any other contract(s) to provide similar services with other public economic development agencies in the Riverside-San Bernardino-Ontario MSA.
2. List of Proposed Industry Trade Shows to take place between September 2008 and June 30, 2009 (NOTE: The following listing is tentative and subject to change.)

Trade Show / Conference	Dates	Location
CoreNet Global Summit	November 10-12, 2008	Orlando FL
CB Richard Ellis World Summit	February 2009	TBD
CoreNet Global Summit	March 24 -26, 2009	Dallas, TX
SIOR Spring Conference	April 30 – May 2, 2009	San Diego, CA
BIO 2009	May 18-21, 2009	Atlanta, GA

III. PROPOSAL TIME SCHEDULE

August 25, 2008	Request for Proposal (RFP) Mailing
September 2, 2008	Request for Proposal Due Date at 5 pm
September 3-5, 2008	Evaluation of Proposals
September 9, 2008	Award Job

Note: Proposals must be received by the ED team no later than 5:00 PM Pacific Daylight Time by the due date.

IV. SUBMITTAL REQUIREMENTS

Please organize your Proposal in accordance with the following outline. Label each section accordingly and on the cover clearly mark the Proposer's name, RFP number and project name. Proposals may be submitted electronically as a PDF to thinckley@riversideca.gov or mailed to the City of Riverside to the location listed in section VII "Submission Deadline" of this RFP.

In order to be considered for selection and possible contract award, the Proposal must be complete and include the following:

1. A Cover Letter signed by a person authorized to enter into an agreement that indicates the firm's interest in this project and understanding of the Scope of Work.
2. **Project Approach and Understanding, which demonstrates understanding of the project, scope of work, and related issues associated with the project. Provide a description of the following: (2 pages)**
 - Concisely describe your general approach or method for completing the project
 - Provide a general timetable for the project including key tasks, dates, and milestones.
3. **Project Team Qualification must include the following: (4 pages)**
 - A list of the people who will be working on this project, their specific role and duties and a percentage of time each will be contributing to the project.
 - A description of each person's qualifications and an explanation of how these skills and abilities will be used to complete this project.
 - A list of similar projects in type and scope completed by team members. Provide a name and phone number of a team contact for each project.
 - Information on the project manager's role, including previous experience with individuals on the team and general team management experience.
 - Describe three (3) similar projects performed within the last three (3) years, which best characterize the team's capabilities. Please outline achievements you generated in those projects.
 - Describe firm's resource's available to perform the work for the duration of the project and other on-going projects
 - Indicate any activities you may outsource, and to whom.
 - Provide a list of three (3) references for the prime consultant and major sub-consultants. Please include the reference's name, contact person with phone number and email address.
4. **Proposed Project Schedule (1 page)**

The schedule shall describe tasks, duration, and milestones for the project. The schedule should include sufficient detail to be a realistic representation of the project requirements, including work by sub consultants and time for review. To facilitate evaluation, the schedule should be itemized according to the major task headings.
5. **Proposed Cost of Services (1 page)**

The proposal shall include the true estimated lump sum cost or fixed-price estimate for the proposed project approach irrespective of the City of Riverside ED team's anticipated costs.

The budget for this project is approximately \$25,000.

V. EVALUATION CRITERIA

Promotion will be evaluated on information submitted in the proposal based on firm's background experience, proposed approach, proposed personnel, proposed schedule, and proposed cost. Interviews and reference checks may be conducted with those most qualified as a final measure of qualification at the sole discretion of the City of Riverside's ED team.

Selection criteria of the firm's Proposal will include, but not necessarily limited to the following items, weighted by points.

1. **Project Approach and Understanding: 25 points**
Proposals will be evaluated based on the information submitted in response to the "Project Approach Understanding in Section IV of this RFP"
2. **Project Team Qualifications 40 points**
Proposals will be evaluated based on the information submitted in response to the "Project Team Qualifications" in Section IV of this RFP.
3. **Proposed Project Schedule 10 points**
Proposals will be evaluated based on the information submitted in response to the "Proposed Project Schedule" in Section IV of this RFP.
4. **Proposed Cost of Services 25 points**
Proposals will be evaluated based on the information submitted in response to the "Proposed" Cost of Services in Section IV of this RFP. The Proposal with the lowest cost will receive the full point value for this section; other Proposals will receive points in inverse proportion to the lowest bid.

It is the responsibility of the company submitting proposals to carefully review this Request for Proposal and to seek the necessary clarification prior to submitting their proposal. Discrepancies and/or questions of substance pertaining to this Request for Proposal shall be submitted in writing (3900 Main Street, Riverside, CA 92501) or by faxing (951-826-2591) a letter to Tricia Hinckley, Economic Development Manager, on or before September 11, 2008.